

EXECUTIVE DIRECTOR'S REPORT

May 19, 2016

ADMINISTRATION

Kent Smith Announces Retirement from the BID

On April 28th, Kent Smith announced his retirement from the Fashion District BID. His last day is July 28th. The Board of Directors has created an Ad Hoc Committee to facilitate the search for an Executive Director and transition.

Rena Leddy wins DLANC Election!

In a contested race, Rena Leddy, LA Fashion District BID Managing Director, won the Neighborhood Council's business seat, representing the BID. She begins representing the business community at the July Meeting.

BID Staff Attend the California Downtown Association Conference in Oakland

Last week, Kent Smith, Rena Leddy and Ariana Gomez attended the CDA conference in Oakland with about 120 other downtown and district professionals. There were sessions on BID renewal, marketing, retail, homelessness, and place making to name a few. Kent Smith moderated a panel on advocacy and the role of BIDs.

Retail Consultant Begins Work

Last week, MJB Consulting began work in and around the Santee Alley as part of the Retail Study that Santee Alley and the Fashion District BID are working on. The study will include:

- Identifying of trends in Retail
- Identifying trends in Retail in Los Angeles, Downtown and specifically Fashion District
- Understanding what these trends mean for Santee Alley and adjacent retail streets Given how retail in downtown, Los Angeles and Globally has been evolving
- Understanding what Santee Alley and the surrounding neighborhood could do to take action, given how retail in downtown, the city as a whole and globally has been evolving

A strategy will be outlined in two ways:

- If we do nothing, this is what the neighborhood will look like in 5 years.
- If we want to do something to alter the projection or situation, here's what the neighborhood could look like.

The final product will provide a summary detailing reasons for recent challenges, proposal of viable options for re-tenanting or repositioning and outlining relevant considerations. There will be several more visits from MJB and additional meetings will be set up with property owners.